What is claimed is:

1.   1.   A method of enabling users to subscribe to content in a computing environment,

2.   comprising steps of:

3.   identifying behavior patterns of a user;

4.   using the identified behavior patterns to identify content which may be of interest to the

5.   user; and

6.   offering, to the user, a subscription to the identified content, without requiring the user to

7.   initiate a request for the subscription.

1.   2.   The method according to Claim 1, further comprising the steps of:

2.   registering the offered subscription, upon acceptance thereof by the user; and

3.   using the registered subscription to deliver the identified content to the user.

1.   3.   The method according to Claim 1, further comprising the steps of:

2.   customizing, for the user, the offered subscription such that at least one condition is

3.   placed on at least one portion of the identified content, wherein the at least one portion may

4.   comprise the identified content in its entirety; and

5.   registering the offered subscription, as customized by the user, upon acceptance thereof by

6.   the user.

1.   4.   The method according to Claim 3, further comprising the step of:

2.   using the registered subscription to deliver the identified content which matches the

3   conditions to the user.

1   5.   The method according to Claim 3, further comprising the steps of:

2   specifying, for the user, at least one action to be carried out when the conditions are

3   matched in the identified content.

1   6.   The method according to Claim 5, further comprising the step of:

2   evaluating the registered subscription, and if the condition(s) therein are met in the

3   identified content, carrying out the action(s).

1   7.   A system for enabling users to subscribe to content in a networking environment, further

2   comprising:

3   means for receiving an identification of behavior patterns of a user;

4   means for using the identified behavior patterns, responsive to the means for receiving, to

5   identify content which may be of interest to the user; and

6   means for offering, to the user, a subscription to the identified content, without requiring

7   the user to initiate a request for the subscription.

1   8.   The system according to Claim 7, further comprising:

2   means for registering the offered subscription, upon acceptance thereof by the user; and

3   means for using the registered subscription to deliver the identified content to the user.

9. The system according to Claim 7, wherein the means for identifying, means for using, and means for offering are adapted for identifying behavior patterns of a plurality of users, using the identified behavior patterns to identify content which may be of interest to at least one of the users, and offering subscriptions to the identified content to the identified at least one of the users, respectively.

10. A computer program product for enabling users to subscribe to content in a networking environment, the computer program product embodied on one or more computer-readable media and comprising:

computer-readable program code means for identifying behavior patterns for a user;

computer-readable program code means for using the identified behavior patterns to identify content which may be of interest to the user; and

computer-readable program code means for offering, to the user, a subscription to the identified content, without requiring the user to initiate a request for the subscription.

11. The computer program product according to Claim 10, further comprising:

computer-readable program code means for registering the offered subscription, upon acceptance thereof by the user; and

computer-readable program code means for using the subscription to deliver the identified content to the user.

12. The computer program product according to Claim 10, wherein the computer-readable

2   program code means for identifying, computer-readable program code means for using, and

3   computer-readable program code means for offering are adapted for identifying behavior patterns

4   of a plurality of users, using the identified behavior patterns to identify content which may be of

5   interest to at least one of the users, and offering subscriptions to the identified content to the

6   identified at least one of the users, respectively.